

7 Fashion Labeling Mistakes

You Can't Afford to Overlook

What are the Consequences, Really?

If there's one thing you learn today, let it be that when it comes to labels and tags, the smallest mistakes can lead to the most headache-inducing consequences. Delegate your label sourcing to the wrong vendor and you could be in for an unwelcome surprise. Launch day can transform from an exciting opportunity to a waking nightmare.

Before you know it, you might be stuck with illegible tags or barcode labels that just won't scan. Even a minor detail omission could leave you in a tricky position; pull stock off the shelf or risk violating the law. At the very least, the hours you spent creating stand-out labels and tags could be flushed down the drain.





With all that in mind, we begin with a seemingly innocuous mistake that can have serious, drawn-out consequences: weaving the design, leaving no free space for sewing. This mistake happens most when apparel managers work directly with factories for their label creation. Your in-house designers may try to make the most of your artwork, but the end result doesn't always come out how they imagined it.

The Consequences

- ◆ **Your beautiful design arrives with an unsightly giant line of thread through it**
- ◆ **The design looks unprofessional and can even be unrecognizable**
- ◆ **Additional information may be completely cut off**



The Solution

Most dedicated labeling partners will catch this mistake in the planning phase. They may even have in-house designers to reformat your existing artwork and make it pop in label form. If you happen to be the closest thing to a label expert available, follow these tips:

- ◆ **Take care to avoid the outer edges of your labels**
- ◆ **Don't let the factory or label maker print a product until you are absolutely satisfied**



Mistake 2 Washing Away Your Hard Work

Here's a mistake that can totally undo your team's hard work: Using printed labels on garments that require harsh chemical processes. Printed labels can present small text clearly and cleanly, so apparel managers understandably want to make the most of the medium to promote their brands.

However—stone washes and heavy chemical washing are common in the apparel industry, and your go-to factory may use these methods by default. That means your lovingly-created printed labels can be rubbed off or damaged in a matter of minutes.

The Consequences

- ◆ **Last-minute, unexpected delays**
- ◆ **Label expenses could double**



The Solution

Printed labels can be beautiful, high-impact branding tools—if you know how to handle them. Luckily, a little specialized knowledge and extra care is all you need to avoid this mistake.

- ◆ **Treat your printed labels with care** (not with stones or heavy chemicals)
- ◆ **Use printed labels wisely** (ie. not on clothes that are washed often)



Mistake 3 Forgetting the French

FAILING TO INCLUDE MANDATORY DETAILS

Omitting the French translation is one of the more common legal mistakes we see in the industry. Ensuring your translation is accurate is another, but there are many reasons to be vigilant. Important details must be included, such as the country of origin, materials, CN or RN number and appropriate wash instructions. Omitting critical details like these may lead to serious legal ramifications. That is—if you're caught. The specific consequences can vary from region to region, but you can expect to be pulling stock off the shelves until the issues are resolved.

The Consequences

- ♦ **Fines based on your omissions and region**
- ♦ **Stock will have to be pulled off the shelves**
- ♦ **Extra cost of reformatting and reprinting labels**



The Solution

Generally, a watchful eye is all you need to stay on the right side of the law. At the same time, you do need to know what to look for. If you're not sure, talk to a label expert you can depend on, or do your own research and stay up to date.

- ♦ **Talk to a label expert or do some research to stay informed on current legal obligations**
- ♦ **Make sure your labels include everything you want to print, and everything you need to print**



Mistake 4 Starch-Less Weaving

Some vendors won't finish your labels with starch unless you specifically ask. Of course, you shouldn't have to; starch keeps your labels from looking and feeling flimsy, unprofessional and cheap. Without starch, your labels can easily get distorted, compromising the garment and tarnishing your brand. It's very likely these vendors are more concerned with their price point than with providing a quality product. There are times when starch isn't the best idea, but any quality-focused labeling partner will guide you through the options to best suit your vision.

The Consequences

- ◆ Labels that feel flimsy and cheap
- ◆ Your brand gets twisted in the hand sewing process
- ◆ The perceived quality of your garments drops



The Solution

There's nothing wrong with searching for a lower price- but you do get what you pay for. As long as you understand that each drop in price has an impact on the final result, you won't be in for any surprises.

- ◆ Measure your labeling decisions on a mix of cost & quality
- ◆ Compare prices to see what you're getting for your money
- ◆ Ask your label partner to add starch—or why they didn't add it in the first place



Mistake 5 Warping Your Hang Tags

Apparel managers often plan ahead and save money by stockpiling hang tags for their brands. It only makes sense, since their logo isn't likely to change and the price of bulk buying is often far less per tag. However, this practice can lead to a 'fatal' mistake, warping your tags beyond repair. And this is just one of the ways you can mistakenly warp your product. Even the size, thickness and grain direction of the paper can be the difference between success and failure.

The Consequences

- ◆ An entire shipment or stockpile of tags is warped beyond repair
- ◆ Ordering new tags could throw a wrench in your projected budget and delay time to shelf



The Solution

This is one of the easiest mistakes to make, and it takes specialized knowledge and infrastructure to avoid completely. Here are some of the ways you can avoid warping:

- ◆ Store your tags in a climate controlled environment
- ◆ Be extra mindful of the conditions when storing tags for long periods of time
- ◆ Work with a dedicated expert who understands the intricacies to get the job done right



Mistake 6 Pinching Pennies

This is the alpha and the omega of labeling mistakes. It's the one that leads all the rest. This mistake is pinching pennies—usually by partnering with a low-cost label vendor or having your labels sourced by the factory along with your garments. It may seem like a great idea at first, but the consequences can be dire: Quality goes down, deadlines are mismanaged and there's rarely an expert overseeing the process. Often times, this also means that you'll have less insight and control over what's going on at any given time.

The Consequences

- ◆ **Sloppy infrastructure leading to late delivery**
- ◆ **Bar codes don't scan**
- ◆ **Labels come out flimsy or faded**
- ◆ **Results are inconsistent with cheaper materials and machinery**
- ◆ **Your brand suffers**



The Solution

Reliable on-apparel labeling partners offer a full catalogue of dependable choices in a range of prices. Every unique option—whether it's intended for a high-volume superstore or a high-end boutique—is battle-tested and ready to print.

- ◆ **Examine your labeling partner's record of success & best practices**
- ◆ **Demand cost transparency and responsive service**



Mistake 7 Losing Your Vision

Even if you avoid all the above mistakes, you might still be making fashion labels or hang tags that aren't quite right. Maybe the colors are off. Maybe elements of your new design clash. Perhaps you achieved a rich, high-end look but due to the materials selected, resulted in poor hand-feel. These kinds of inconsistencies are common when on-apparel branding strategy and execution is broken up and handed off to multiple vendors. Seemingly minor errors can have a huge impact when everything comes together, and you can easily end up with a product that misses the mark entirely. You didn't see J. K. Rowling crowd-sourcing fanfiction for Harry Potter—and why should your branded product be any less consistent?

The Consequences

- ◆ Jarring brand experience
- ◆ Inconsistent production quality
- ◆ Turned-off or disappointed consumers



The Solution

- ◆ Practical wisdom, every step of the way
- ◆ Seamless & dependable logistics support
- ◆ Nimble service & proactive advice
- ◆ Custom software to make your life easier
- ◆ Transparent process & pricing

The solution to this problem (and all the others) is to find one passionate labeling partner you can rely on day-in and day-out. When you have that kind of beginning-to-end partnership, you don't need to worry about minor mistakes; you can stay focused on your vision, your business and your future.



Reach Out Today!

Every choice made in partnership with Accent is backed by regimented infrastructure, watchful expertise and nimble service. But we don't just handle the details. Our passionate team is ready to join forces at every stage to make your vision a reality. And with that partnership in motion, we truly believe the future can be brighter, easier and more successful than ever.

CANADA

MONTREAL

Head Office

433 Chabanel West, Suite 1103
Montreal, Quebec H2N 2J9
514 335.3505

TORONTO

Sales Office

201 Consumers Rd., Suite 105
Toronto, Ontario M2J 4G8
1.833.222.3682

HONG KONG

KOWLOON

Accent Labels HK LTD. / H.O.
Room 2302-2304, Well Tech CTR
7, 9 Pat Tat Street, San Po Kong,
Kowloon, Hong Kong
852 2759.6806

CHINA

DONGGUAN,

GUANGDONG

Distribution Center

info@accentlabels.com
www.accentlabels.com